

## CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communications activity for the period covering May 5, 2011 – June 6, 2011

News Releases	Date
CalPERS Commits to Campaign for Innovative Environmental Sustainability	May 11
Proxy Advisors Back CalPERS Proposal for Annual Director Elections at Hospitality Properties Trust	May 11
CalPERS Will divest of Stocks in Companies Doing Business in Iran, Sudan	May 16
Higher Employer Contributions Reduce State Pension Costs	May 17
New Online Tool Simplifies Requests for Public Records	May 23
CalPERS Issues Statement on Actions by the Fair Political Practices Commission	May 23
Henry Jones to Serve Second Term as CalPERS Board Member	May 24
CalPERS Efficiently Drive Saves Nearly \$1 Billion	May 24
CalPERS Names Desrochers Senior Investment Officer of the Private Equity Program	May 31
CalPERS Backs New Investor Guide for Hedge Fund Relationships	May 31
CalPERS Applauds CMS Transparency Actions	June 3
Run-Off Election Set for CalPERS Member-at-Large Seat	June 6

Print News Stories	Topic	CalPERS Representative	Date
Wall Street Journal	"The Outlook at CalPERS is Brightening, a Little"	Anne Stausboll, Joe Dear	May 19
San Francisco Chronicle	"CalPERS Bouncing Back After Torrential Years"	Anne Stausboll, Joe Dear	May 28

Opinions/Editorials/Letters to the Editor	Topic	CalPERS Representative	Submitted to:
Op-ed	"Vulnerable US Banks and Threats to Growth"	<b>Joe Dear</b>	<b>Financial Times</b>

Note: **Bold** Items Submitted and Printed

### Online Enhancements & Videos

CalPERS Responds – Developed and posted fact sheet and observations on California Foundation for Fiscal Responsibility study "Comparing Public and Private Employee Compensation and Retirement Benefits."

CalPERS On-Line – Hosted educational webinar "Introducing Emerging managers to CalPERS Investments."

Video – Taped and posted online a new Insight video with Joe Dear, Chief Investment Officer, addressing the national concern over pension fund security, CalPERS investments and the continuing need for additional reform of the financial markets.